



Lace AI Pro

Lace AI Pro

AI-powered, patient-led aural rehab



Nashlea's story



What hearing loss means for patients

The background of the slide features a series of concentric, light gray circles that create a subtle, circular pattern centered behind the text.

Clearly, we need to do
everything we can.

100% consensus

Association

Latest association guidelines

Excerpt



Accreditation Standards ([2025](#))

Section 2.3.3: Accredited practices must offer “technological and aural rehabilitation training options”.



Standards of Practice ([2023](#))

Section IV: Audiologists must “recommend and provide rehabilitative strategies, therapies, or treatments...”



Clinical Practice Guidelines ([2023](#))

“...make informational counseling and perceptual (auditory) training available for adults with hearing loss”



Continuum of Care ([2025](#))

“An auditory rehabilitation program will help the recipient reach their full potential with a cochlear implant.”



Scope of Practice for HAS ([2023](#))

“Primary employment responsibilities include ... providing aural rehabilitation” and “providing comprehensive post-fitting care”

Aural rehab is critical to patient success

Introducing Patient-Led Aural Rehabilitation

Introducing Lace AI Pro

First-of-its-kind *patient-led* aural rehabilitation and auditory training

Easy for you and your patients:

- 15 Minutes a day (think Duolingo)
- No passwords or practice
- Patients only ever need to press Yes, No or Continue



Hi there, Tom!
I'm Lacey, your
speech-in-noise
specialist. Ready
to start training?



Available in 10+ languages

Available on mobile and desktop





My Voices

Dynamic Threshold Training Engine™ rewires the brain through neuroplasticity

- Keeps patients at the threshold of their ability
- Adapts difficulty in real-time
- Built into every lesson type
- Like working out at a gym to build muscles
- Can't be replicated in daily life

Patient ability

Dynamic difficulty



Comprehensive Training



Speech in Noise & Competing Voices

Signal processing – Focus on speech and tune out background noise



Rapid Speech

Processing speed and focus – Follow fast talker conversations



Working Memory

Recall and retention – Improve memory recall and retention



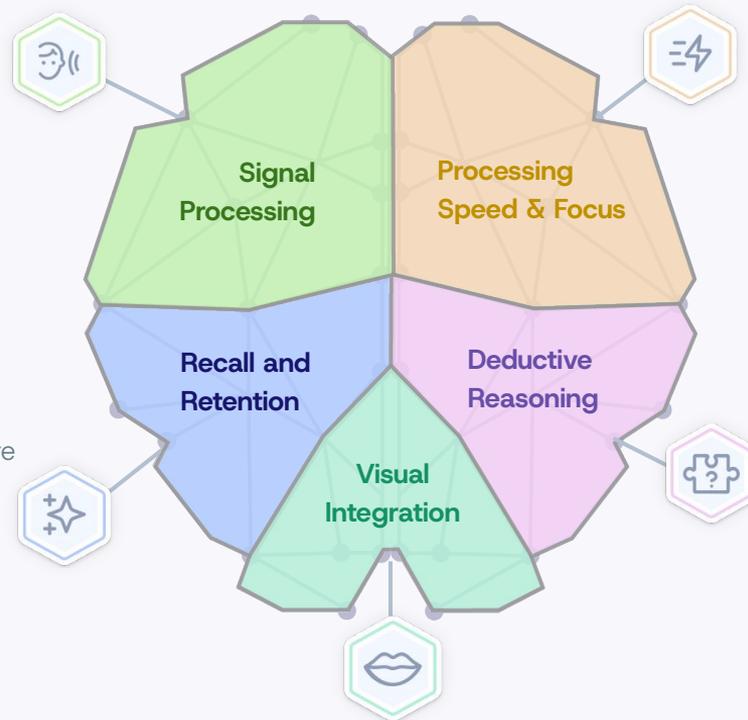
Missing Word

Deductive reasoning – Sharpen deductive reasoning and auditory closure



Speech Reading

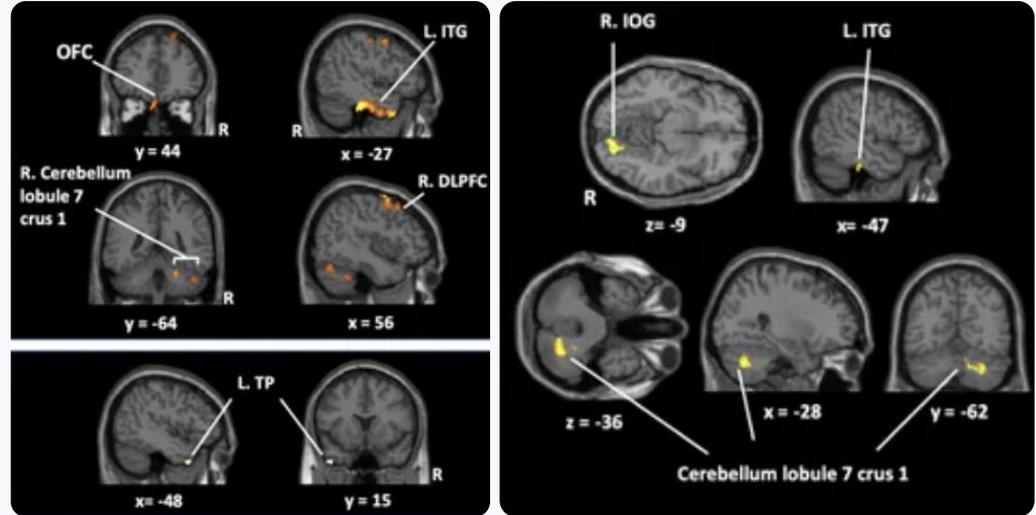
Visual integration – Read lips and visual cues to understand speech.



The 5 ways Lace treats the brain

A foundation of science
(and new data!)

Aural rehab goes beyond amplification by treating the ears *and* the brain.



Aural rehab has been shown to induce long-lasting changes in the communication areas of the brain.

Kawata et al., Frontiers of Aging Neuroscience, 30 March 2022.

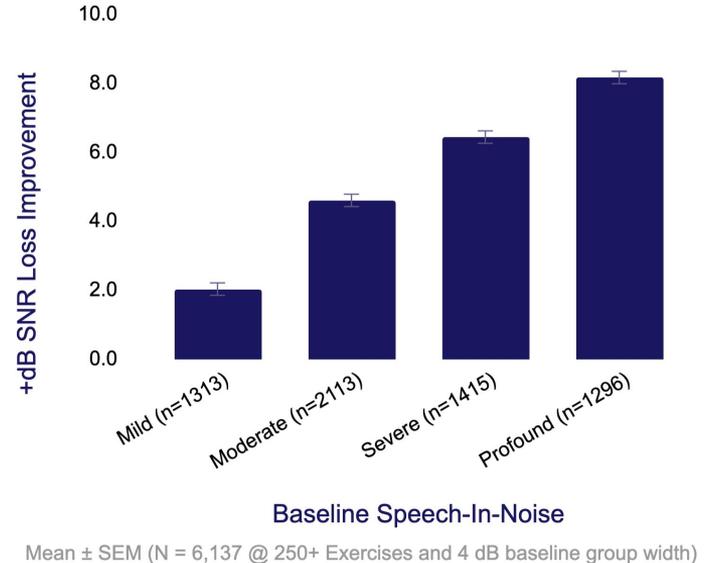
Speech-in-Noise Training

+3.3 dB

SNR Loss Improvement
Average @ 250+ exercises

>6 dB

SNR Loss Improvement
For Severe & Profound Loss



This data corresponds to a conversation-making 15–40% increase in word recognition.

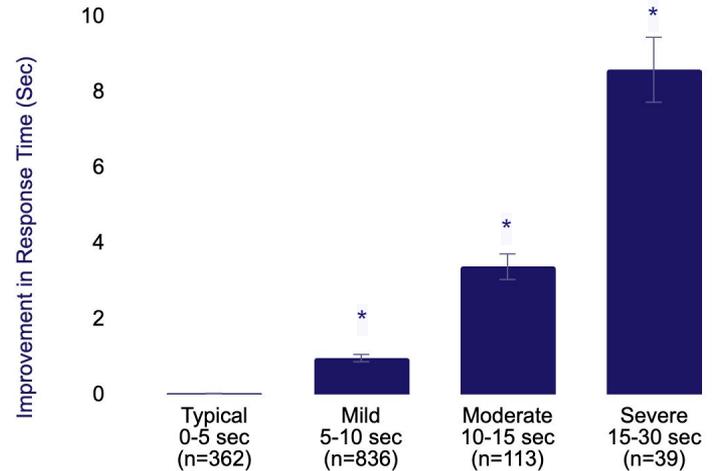
Working Memory & Rapid Speech Training

+1-8 sec

Recall Time Improvement

+25-35 WPM

Rapid Speech Improvement



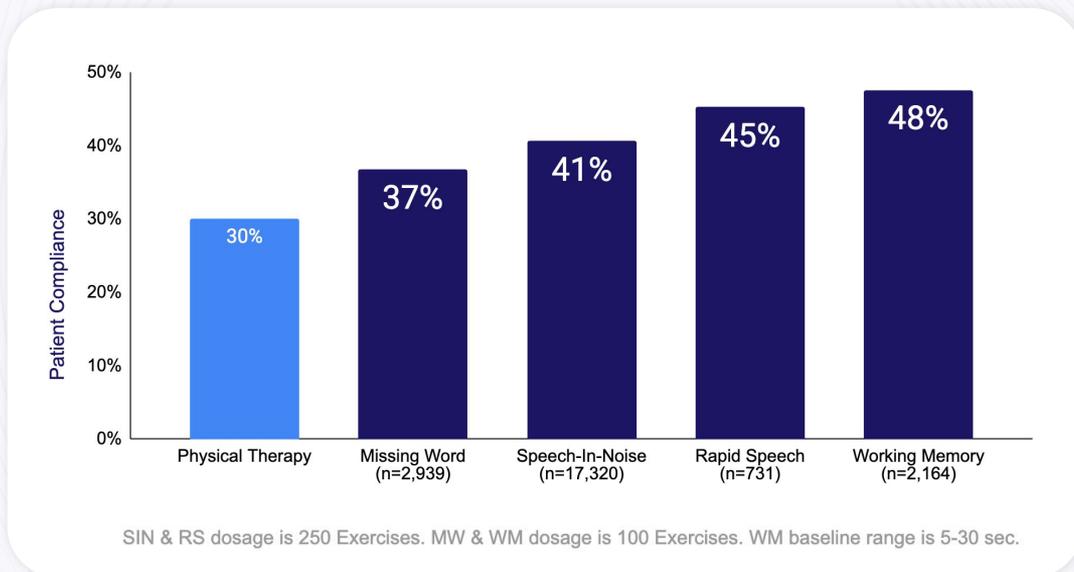
Baseline Working Memory (Response Time Range)

Mean \pm SEM (N = 1,350 @ 100+ Exercises, * $p < 0.01$)

It's the difference between being lost and keeping up in conversation.

Patient Compliance

Lace AI Pro has greater patient compliance than physical therapy

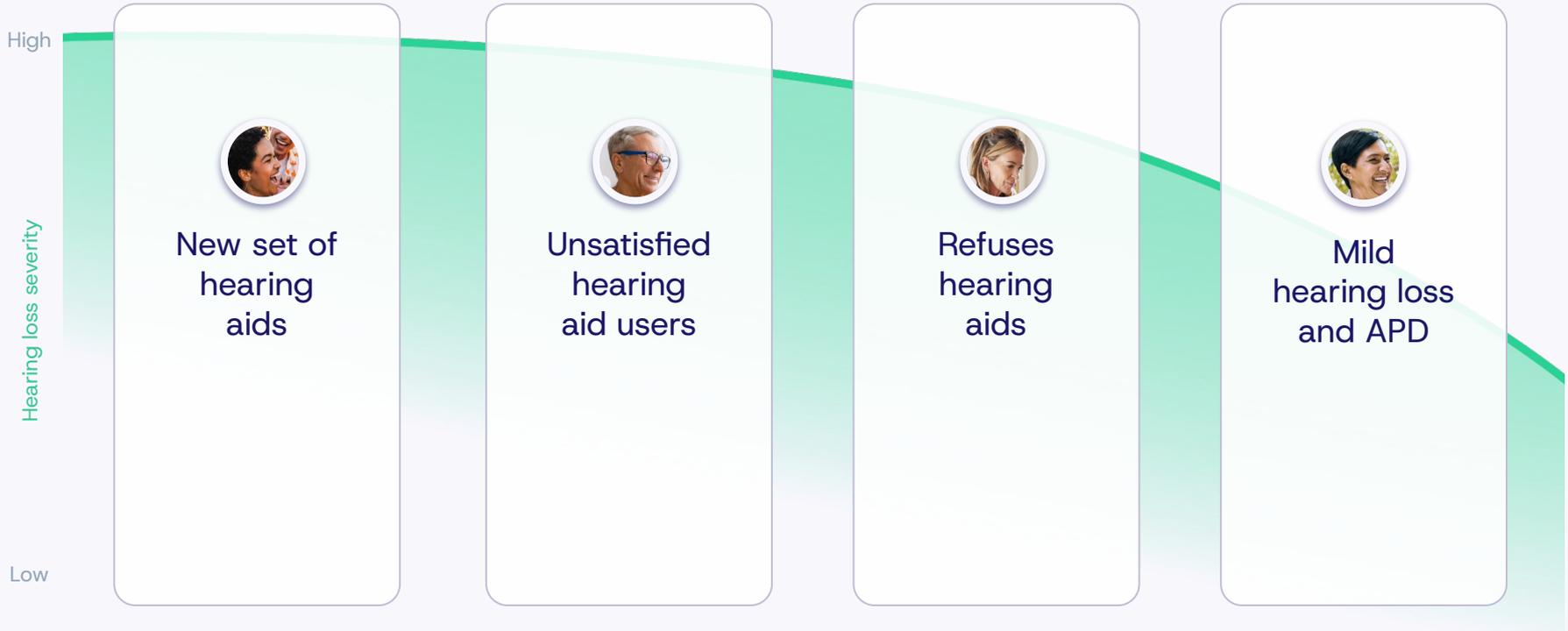


Just as doctors must prescribe PT to 100% of post-op patients, aural rehabilitation is the standard of care in hearing care.



Who is it for?

Lace benefits patients across the hearing loss spectrum





Clinical learnings from new data

User engagement study results

20k+ PATIENTS

500+ PARTNERS NATIONWIDE

1

Compliance shouldn't dictate care

Surgeons prescribe PT 100% of the time even though they know only 30% will do it

2

Patients are *more* compliant with Lace

On average, Lace engagement is 25% higher than most other forms of PT (38% Lace vs 30% PT)

3

Providers play a critical role in compliance

Our best practices see compliance rates are 60% higher than average (61% vs 38%)

Best practices for patient compliance

Our best partners see exceptional patient engagement with this framework.

1

Explain the stakes

Hearing loss can lead to social isolation, depression, cognitive decline, and dementia. Patients should be doing all they can to support their hearing.

2

Position auditory training as essential

Conviction matters. Make sure patients know Lace is an essential part of their hearing care.

3

Provide a clear treatment plan

Make sure patients know exactly what's expected of them. Ex. 15 minutes a day for at least 30 days

4

Charge for it!

Patients value what they invest in. The more you charge the more committed the patient will be to training.

5

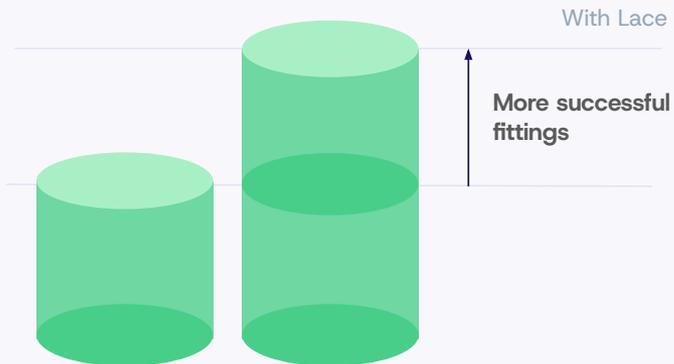
Offer ongoing patient encouragement

Congratulations and nudges help to keep patients training and coming back for more.

A healthier practice



Fit more hearing aids



Lace leads to more successful fittings each month.

When patients refuse hearing aids, our partners use Lace to continue the conversation and ultimately convert them to saying Yes.



Reduce Returns & Rejections

When patients take an active role, they almost always acclimate.

- Helps build confidence and critical skills
- Provides patients with a safe place to train

↓ 74-90%



Return rates were reduced up to 90% across 3x independent studies and 1000s of patients.

Melody Martin in



Multi-clinic study by



Taylor and Shrive in

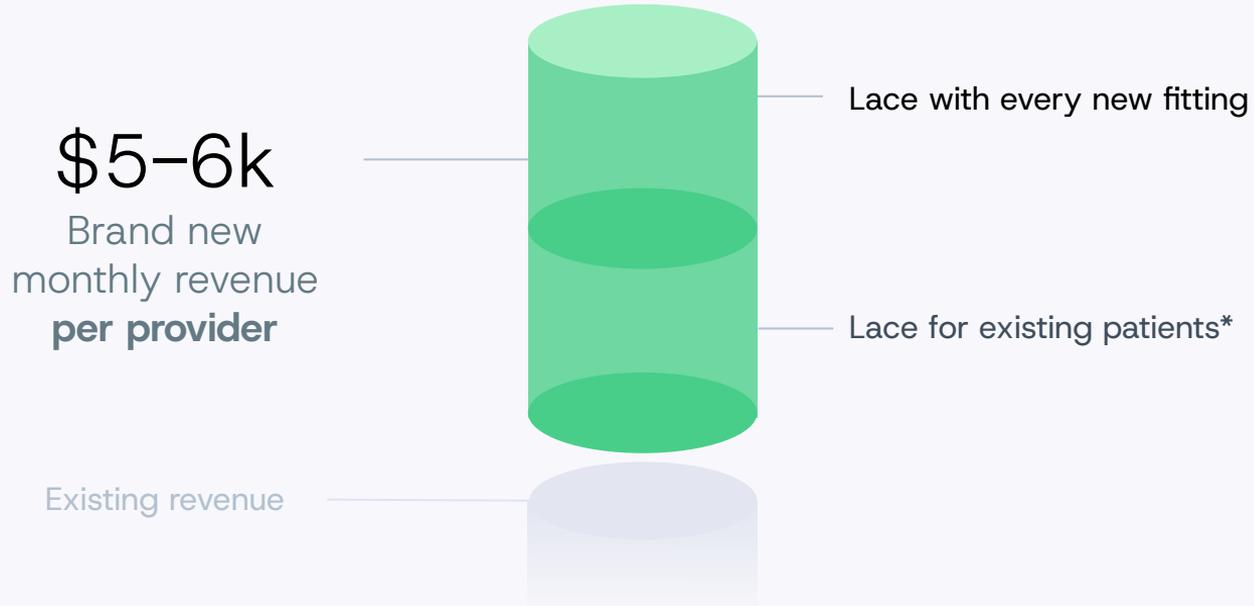
ao

“This improvement in return rate represents an estimated \$150,000 retained revenue.” – Brian Taylor, AuD



A new revenue stream

Our partners unlock new revenue from their existing patient flow.



*Based on converting just 5% of existing patients.



Referrals. Referrals. Referrals.



Neurotone referrals

Neurotone connects 1000s of new, motivated patients to our providers each year.



Doctor referrals

Whole-care practices attract more physician trust which leads to cross-discipline referrals.



Patient referrals

Happy patients drive word-of-mouth referrals and Lace is fun to talk about.

Our partners land new patients through a healthy stream of referrals.

A healthier more profitable practice

1000s of providers are building healthier practices with Lace.



Entirely new
revenue stream

\$5-6k in
new monthly
revenue per
provider*.



Differentiate
your practice

Treat the brain
as well as the
ears.



Fit more
hearing aids

Increased help
rate and
upgrades.



Reduce hearing
aid rejection

Reduced returns
with more
confident patients.



Land more
patients

Top quality care
means more
referrals



* Based on including Lace with new hearing aids and converting 5% of existing patients

Summary





Lace AI Pro



Thank you!